



BUILDING AN ECONOMY OF HOPE AND CONFIDENCE

Priorities for Progress

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for Economic Growth**



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



INVEST CAPE TOWN

KEY ECONOMIC OPPORTUNITY SECTORS

BUSINESS SERVICES	<ul style="list-style-type: none"> • BPO and IT have been the largest contributor to employment growth in Cape Town over the last 10 years. • 60 investments projects and a capex value of R21,67 bn, between 2013 to 2022.
BLUE ECONOMY	<ul style="list-style-type: none"> • The total value of all 3 sectors (Marine Manufacturing, Ocean Sports, Super Yachts) is approximately R5.2 bn per annum, employing 6700 people in the Western Cape.
FILM AND MULTIMEDIA	<ul style="list-style-type: none"> • The film industry contributes approximately R5 bn to the local economy annually and has created more than 35 000 jobs.
TOURISM	<ul style="list-style-type: none"> • In 2022, top five main attractions enjoyed 2,4 million visits.
GREEN ECONOMY	<ul style="list-style-type: none"> • Over 80% of green energy project developers in South Africa have headquarters in Cape Town, with the Atlantis Special Economic Zone (SEZ) located within the city.
ELECTRONICS	<ul style="list-style-type: none"> • A relatively small but an important contributor to foreign exchange earnings. In 2022, the sub-sectors of electrical machinery contributed R1,60 bn to the Cape Town economy.
FOOD AND BEVERAGE MANUFACTURING	<ul style="list-style-type: none"> • The largest of Cape Town's manufacturing industries contributing 4.1% to Cape Town's GVA.
CLOTHING AND TEXTILES	<ul style="list-style-type: none"> • Major employer of 23 829 individuals – the third-largest employer in the manufacturing sector. Had a trade balance of R7,5 bn in 2022.
ECOMMERCE	<ul style="list-style-type: none"> • The Online Retail in South Africa 2023 report revealed that online shoppers grew from 27% of adults in 2020 to 38% in 2022, with forecasts that e-commerce transactions (in the country) will reach around R225 bn by 2025.
TOWNSHIP/ INFORMAL ECONOMY	<ul style="list-style-type: none"> • In the 2024/2025 financial year, the City has committed R141m to Cape Town's informal economy and small businesses for infrastructure developments and upgrades, and the provision of business support programmes.

Source: Investing in Cape Town Regional Market Analysis and Intelligence Report 2023/24 and City officials

JOB CREATION AND INVESTMENT PRIORITIES

-  **Ease-of-Doing-Business Index**
-  **Jobs Connect Programme**
-  **Supporting High-Growth Sectors**
-  **Business Support Initiatives**
-  **Expanding Market Access**
-  **Growing the Tourism Economy**
-  **Property Transactions Enabling Development**
-  **Investment Facilitation Services**
-  **Strategic Asset Management**
-  **Advocacy Agenda**



1. EASE-OF-DOING-BUSINESS INDEX

Streamline processes and cut red tape to speed up application approvals.



1. EASE-OF-DOING-BUSINESS INDEX

Index Indicators:

1. Transferring public land
2. Getting land use rights
3. Getting building plan approval
4. Wayleaves
5. Getting electricity
6. Connecting to the water network
7. Getting Revenue (Rates)
Clearance Certificates
8. Obtaining business licenses
9. Informal trading permits
10. Digitising

BUILDING PLANS

From an average of 67 days earlier in the period, the time taken to process applications has reduced to just **11 days** – 60.7% faster than the 28-day baseline.

BUSINESS LICENSES

Median turnaround times of **40.5 days or less**—representing time savings of between 28% and 61%.

WAYLEAVES

In 2023, processing times ranged from 27 to 51 days across directorates – currently sitting at **median of 7 days**.

PROPERTY TRANSFERS

The most efficient period recorded a median of 115 days — representing a **28% improvement** relative to the 160-day target.

WATER CONNECTIONS

The median connection time has decreased significantly from 38 days to **9 days**.

GETTING REVENUE (RATES) CLEARANCE CERTIFICATES (RCCS)

The City has prioritised digitisation and interdepartmental coordination to improve turnaround times. The total processing time, including time spent with the customer, has improved from 14.5 days to **10 days**.

INFORMAL TRADING PERMITS

The baseline median processing time for permits is 30 days. Against this benchmark, all subsequent reporting periods **reflect improved performance**, with median turnaround times ranging between 17 (current) and 26.5 days.

ELECTRICITY CONNECTIONS

The City achieved a median of below-baseline performance in the majority of the periods, however the recent launch of the **Online Service Connection App** is primed to introduce further efficiencies.

GETTING LAND USE RIGHTS

The percentage of land use applications finalised within the 90-day target has experienced a gradual decline when measured against the 86% baseline.

2. JOBS CONNECT PROGRAMME

Connect jobseekers with opportunities and support SMMEs recruit workers.



2. JOBS CONNECT PROGRAMME

Jobs Connect performance from 2021 – date (updated: June 2025)



147,750

Residents
registered



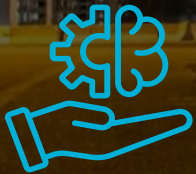
16,560

Work readiness
completed



4,485

Entry-level
placements



4,555

Educational
placements



3,200

Voluntary/
graduate
placements



495

People with
Disabilities*

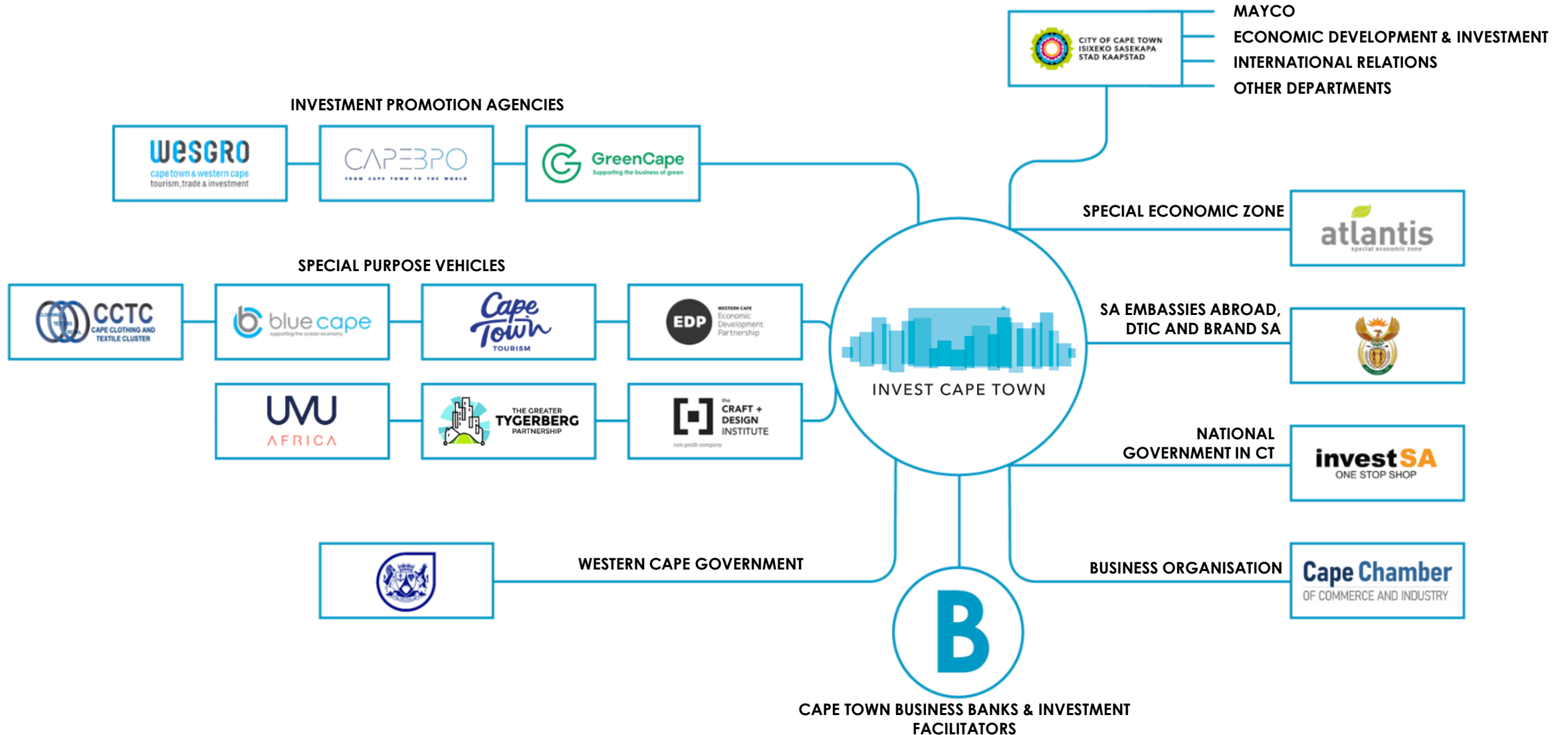
**People with Disabilities measured from 2023 - date*

3. SUPPORTING HIGH GROWTH SECTORS

INVEST

Invest in special purpose vehicles to support workforce development and business expansion.

3. SUPPORTING HIGH GROWTH SECTORS



4. BUSINESS SUPPORT INITIATIVES

- Enhance smart procurement
- Supplier development productivity
- Informal trading opportunities



4. BUSINESS SUPPORT INITIATIVES

Indicator	2024 FY	2025 FY*
Smart procurement training – training vendors to win City contracts.	2,076	2,004
Market access – exposing City vendors to private and public sector procurement opportunities.	439	386
Digital support – helping SMMEs and informal businesses adopt digital tools.	264	925
Business training – training businesses on doing business with the City and accessing new markets.	1,447	1,865
85% satisfaction with Business Hub facilitated training interventions (post training) as well as service request resolution.	92%	96%
Productivity boost – supporting businesses through productivity action plans, thereby retaining jobs.	15 (487 jobs retained)	13 (285 jobs retained)

*Current FY in process (July 2024 – June 2025)

5. EXPANDING MARKET ACCESS

- Wesgro partnership and trade missions
- CapeTrade Portal
- Increased cargo
- Industrial and business precinct development
- Sector-specific support
- Logistics, funding, compliance and trade facilitation support

5. EXPANDING MARKET ACCESS

Cape Trade Portal: From export promotion to trade deal facilitation



8,193

Products and
Services



2,068

Registered
Western Cape
businesses



1,251

Verified
Western Cape
Exporters



609

Registered
International
Buyers

As of 31 March 2025 (as per quarterly report Q4 24/25)

5. EXPANDING MARKET ACCESS

Global export and import trends



At a total value of **R111,46 bn**, Cape Town accounted for 59,9% of the Western Cape's export earnings in 2022.

In terms of imports, in 2022 **Cape Town imported R286,01 bn worth of goods**, accounting for 88,9% of the Western Cape's total imports for the year.

6. GROWING THE TOURISM ECONOMY

An aerial photograph of Cape Town, South Africa, taken from a high vantage point on a mountain. The foreground shows a steep, rocky slope with some greenery and a few people walking. Below the slope is a densely packed residential area with many small houses. In the background, the city of Cape Town is visible, nestled in a valley, with the iconic Table Mountain rising behind it. The sky is hazy, and the overall lighting suggests a late afternoon or early morning scene.

- Expand flight routes
- Increase cruise visits
- Host conferences
- Diversify tourism
- Targeted marketing

CAPE TOWN INTERNATIONAL AIR ROUTES 2025

IATA WINTER SEASON



7. PROPERTY TRANSACTIONS ENABLING DEVELOPMENT

An aerial photograph of a city, likely Cape Town, South Africa, showing a dense urban landscape with various buildings, green spaces, and a large mountain (Table Mountain) in the background under a clear blue sky.

- Release land for private sector development to stimulate economic activity
- Provide turnkey solutions for high-impact city property transactions

7. PROPERTY TRANSACTIONS ENABLING DEVELOPMENT



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7. PROPERTY TRANSACTIONS ENABLING DEVELOPMENT

An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, there's a large building under construction with a yellow crane. To the right, another yellow crane is visible. In the background, the city extends to the water, with various buildings and ships. A blue semi-transparent box is overlaid on the left side of the image, containing text.

Key benefits and outcomes of auction method:

- Maximised revenue to the City
- Stimulation of the local economy
- Access to investment opportunities
- Socio-economic benefits

7. PROPERTY TRANSACTIONS ENABLING DEVELOPMENT

Income generated during the 2022/23 FY and 2023/2024 FY



69 property transfers

Generating an income of R82.7 million (exl. VAT)



88 property transfers

Generating an income of R85.2 million (exl. VAT)



270 leases

Generating an income of R1.6 million (exl. VAT)



211 leases

Generating an income of R5.6 million (exl. VAT)

8. INVESTMENT FACILITATION SERVICES

An aerial photograph of an industrial district in Cape Town. The image shows a dense collection of industrial buildings, including large warehouses with corrugated metal roofs and smaller commercial structures. A prominent white building with a red roof is visible in the lower-left foreground. A road with several vehicles, including trucks, runs through the center of the area. In the background, a residential area and distant mountains are visible under a clear blue sky.

Provide dedicated support and incentives to drive investment in Cape Town's 27+ industrial areas.

8. INVESTMENT FACILITATION SERVICES



- Business Retention and Expansion Programme
- Atlantis Special Economic Zone
- Load Curtailment Programme
- Investment Facilitation Policy administration
- Investment promotion

8. INVESTMENT FACILITATION SERVICES



R52.3 billion

Approximate value of investment facilitated through the Investment Facilitation Branch with potential job creation exceeding 1,705 jobs.



Over 400 businesses

Assisted through the load curtailment programme, helping mitigate energy supply constraints.



228 businesses

Supported directly through the Business Retention and Expansion programme across areas such as Atlantis, Blackheath, Stikland, Airport Industria, and Epping Industria.

8. INVESTMENT FACILITATION SERVICES



Between January 2003 and July 2023, a total of **744 global FDI projects** occurred in Cape Town.

These projects represented an estimated total capital investment of **R114,76 bn**, which is an average investment of R303,7m per project.

8. INVESTMENT FACILITATION SERVICES

Targeted Investment Scheme

Cape Town aims to position itself as a globally competitive city. Considering that numerous cities across the globe use incentives to attract investment, the City of Cape Town offers a suite of incentives for new investment and the expansion of existing investment in its key industries and spatial nodes.

Incentive schemes:

- Urban Development Zone (UDZ) tax incentive
- City of Cape Town Investment Incentives

9. STRATEGIC ASSET MANAGEMENT



Elevate key assets to world-class standards for touristic, environmental, heritage, and economic impact.

9. STRATEGIC ASSET MANAGEMENT

- Grand Parade
- City Hall
- The Desmond & Leah Tutu House
- Good Hope Centre
- Athlone Stadium
- Green Point Park
- Green Point Athletics Track

10. ADVOCACY AGENDA

- Advance open skies
- Streamlined visas
- Private sector roles in port logistics to boost tourism and trade



RECENT ACCOLADES

Cape Town
crowned
**Best City in
the World** in
2025

Travel and Leisure
World's Best Awards,
2021:
No.1 City in Africa
and the Middle East

CTICC wins gold at Eventex Global
Awards in categories of **Best African
Events Destination** and the **International
MICE Destination in 2024**

Cape Town
was voted the
**Most
Affordable
Longhaul
Destination in
the World** by
the Annual UK
Post Office
Report in 2023
and 2018

Halal Travel
Award, 2022:
**Most Promising
Muslim-
Friendly City** of
the Year (Non-
OIC)

Zeitz MOCAA – five
**Art and Design
Destinations** for 2019
on Culture Trip
Wishlist

Brand Finance
Index, 2023:
**Africa's Best
City Brand**

Cape Town
International Airport
wins Skytrax award
for **best airport in
Africa** in 2025, for 10th
year running



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